



## Week 1: Personas

Personas (from Wikipedia)

A user persona is a fictional representation of a real audience group. A persona description includes a user's context, goals, pain points, and major questions that need answers.

User personas:

- Help team members share a specific, consistent understanding of various audience groups. Data about the groups can be put in a proper context and can be understood and remembered in coherent stories.
- Team members' solutions can be guided by how well they meet the needs of individual user personas. Features can be prioritized based on how well they address the needs of one or more personas.

Think of it as having a “virtual” user to bounce ideas off and help you keep the goals of the user in mind on a day-to-day basis. They are another powerful and valuable tool you can add to your toolbox.

The more you put into your personas (and any other usability strategy) the more you'll get out of them – we just hope to get you started.

Things to think about:

- Personal information, such as age, gender and location.
- Technical information like what kind of computer and browser they use, how and why they use the Web, and how often.
- Their relationship is to your company, client or organization.
- How they view your site, or potential site, as well as those of your competitors.
- What they like in a Web site and what they don't.

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Learn more about personas

Evolt.org: Practical Persona Creation

[http://www.evolt.org/article/Practical\\_Persona\\_Creation/4090/56111/](http://www.evolt.org/article/Practical_Persona_Creation/4090/56111/)

Perfecting Your Personas

[http://www.cooper.com/newsletters/2001\\_07/perfecting\\_your\\_personas.htm](http://www.cooper.com/newsletters/2001_07/perfecting_your_personas.htm)

Personas, Participatory Design and Product Development: An Infrastructure for Engagement

<http://research.microsoft.com/research/coet/Grudin/Personas/Grudin-Pruitt.pdf>